

## The customized permit indicia – Dick Staecker’s numbers to March 2020

In 2006 Canada Post introduced a customized permit indicia for bulk permit mailings. The artwork had to be added into a specified area in the permit indicia with a perforated edge design. The customer's permit number also had to be inside the indicia to show that prepayment was done. But this type of bulk permit mailing was not very popular because the fee was very high and the minimum of bulk mailing also was very high.

In 2013 a new customized indicia was introduced by Canada Post. It has a complimentary permit indicia template, ready to download online. The business or organisation can add artwork in a blank space of the permit indicia without charge. The permit indicia were available for Addressed Admail, Lettermail and Publications Mail. Also there is a choice of having the text in English first or in French first. This new type of indicia is much more appealing to the user of bulk mailings because there is no extra fee for adding a picture into the empty space of the permit indicia.

Another design very similar to the 2006 design without the text “CANADA POST POSTES CANADA” was added in 2014 for more choices to the customer.

In September 2015 Canada Post changed the indicia template wording of "Addressed Admail" to "Personalized Mail" and "Unaddressed Mail" was changed to "Neighbourhood Mail" (later to Postal Code Mail). Optional is the text in English first or in French first.

**No images or artwork are listed below. Only the indicia of known varieties in the wording of the text authorized by Canada Post and any variations or errors by the printer inside the framed indicia are listed. Chevrons on the outside of the frameline on “Postal Code Mail” are listed and are the only exception. The chevrons started to disappear on Postal Code Mail in 2018 and are listed as a variety (same number and “v”). The 2D bar code is listed only if it is inside the frameline of the indicia. Any bar code at any location outside the permit indicia is not listed.**

**Below each permit indicia listed is the catalogue number from the 2016 Canadian Permit Postage Catalog with new items added. Any permit numbers inside the indicia are listed as "00" only and the customized artwork inside the indicia is listed as “000” only.**

*The indicia are not the actual size and sometimes are shown enlarged to demonstrate the variety inside the indicia.*

**B440** 2006 design. 2 sections framed by a perforation edge and the upper section is divided by a simulated perforation from the lower section which has the space for the artwork and the permit number. The upper section is for the Corporation logo and the type of service.

**B440-10** \*logo\ LETTERMAIL\ POSTE-LETTRES \* 000\ 00 \*\*

cancelled in 2009



**B440-10** \*logo\ LETTERMAIL\ POSTE-LETTRES \* 000\ 00 \*\* (all upper case letters)

**B442** 2013 design. 3 sections framed by a perforation edge The upper section is divided from the lower section by a horizontal line. “CANADA POST POSTES CANADA” is in the upper section and is divided by a horizontal line with the corporation logo located in the center of the upper section. The lower section is for the type of service. The section on the right, divided by a simulated perforation has the space for the artwork. There is a choice of a vertical or horizontal space for the artwork.

Customized permit indicia are known to exist on a label with true perforations all around, but not the vertical perforation in the center, making it look like a self-adhesive postage stamp. No separate listing is done for those.

Additional markings to indicate special services as shown on the permit indicia at right or any other markings outside the simulated perforation are not listed. The only exception are the chevrons beside the postal code indicia.



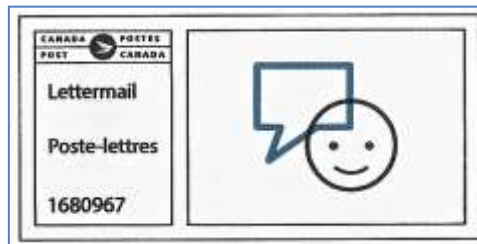
**B442** \* CANADA\ POST\ logo\ POSTES\ CANADA \* (in the upper section)

**Lettermail**

- B442-2** \*\* Lettermail\ Poste-lettres\ 00 \*\* 000 \*\*\*
- B442-2a** as B442-2, but no perforated edge or divide
- B442-4** \*\* Lettermail\ Poste-letteres\ 00 \*\* 000 \*\*\*
- B442-8** \*\* Postage paid Port payé\ Lettermail\ Poste-lettres\ 00 \*\*000 \*\*\*
- B442-8va** \*\* Postage paid\ Lettermail\ Port payé\ Poste-lettres\ 00 \*\*000 \*\*\*
- B442-8vb** \*\* Postage paid\ Lettermail\ Port payé\ Poste-lettres\ 00 \*\*000 \*\*\*



B442-2



B442-2a



B442-4



B442-8



B442-8va



B442-8vb

**Addressed Admail**

**B442-25** \*\* Addressed\ Admail\ Médiaposte\ avec\ adresse\ 00 \*\* 000 \*\*\*

**B442-25a** as B442-25, but perforated edge around the artwork only

**B442-25b** as B442-25, but no perforated edge or divide

**B442-25c** as B442-25, but no artwork attached

**B442-25va** as B442-25, but "avec adresse" one line

**B442-35** \*\* Postage paid\ Addressed\ Admail\ Port payé\ Médiaposte\ avec adresse\ 00 \*\* 000 \*\*\*

**B442-36** \*\* 2D bar code\ Postage paid\ Addressed\ Admail\ Port payé\ Médiaposte\ avec adresse\ 00 \*\* 000 \*\*\*

**B442-37** \*\* Postage paid\ Addressed\ Admail\ Port payé\ Médiaposte\ avec adresse\ 00 \*\* 000 \*\*\* (no perf.)

**B442-40** \*\* Médiaposte\ avec\ adresse\ Addressed\ Admail\ 00 \*\* 000 \*\*\* (lower section only in French first)



**B442-25**



**B442-25a**



**B442-25b**



**B442-25c**



**B442-25va**



**B442-35**



**B442-36**



**B442-37**



**B442-40**



## Personalized Mail

- B442-50** \*\* Personalized\ Mail\ Courier\ personnalisé\ 2D bar code 00 \*\* 000 \*\*\*  
**B442-50a** as B442-50, but permit number under the bar code  
**B442-50b** as B442-50, but no dividing lines in the upper section  
**B442-50c** as B442-50, but no perforated divide between the permit and the picture  
**B442-50d** as B442-50, but no perforated edge or divide  
**B442-50e** as B442-50, no perforated edge but the divide is perforated  
**B442-51** as B442-50, but no bar code inside the permit indicia  
**B442-51a** as B442-50, but no bar code and without a perforated edge or divide  
**B442-52** as B442-50, but the letter "p" is missing in the word Personnalisé  
**B442-55** \*\* Courier\ personnalisé\ Personalized\ Mail\ 2D bar code 00 \*\* 000 \*\*\* (upper section English first)  
**B442-56** \*\* Dimensional\ Personalized Mail\ Courier\ personnalisé\ extradimensionnelle\ bar code 00 \*\* 000 \*\*\*  
**B442-56c** as B442-56, but no artwork attached

## Publications Mail

- B442-60** \*\* Publications\ Mail\ Poste-\ publications 00 \*\* 000 \*\*



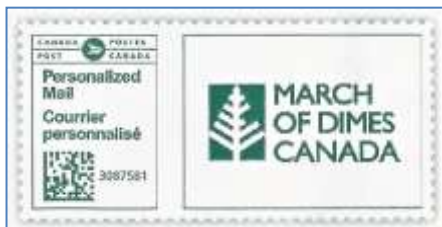
B442-50



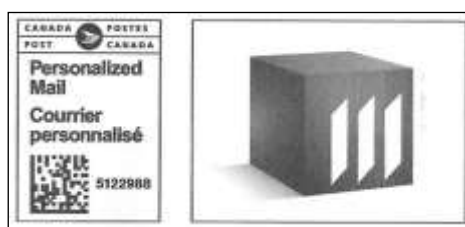
B442-50a



B442-50b



B442-50c



B442-50d



B442-50e



B442-51



B442-51a



B442-52



B442-55



B442-56



B442-56c



B442-60

**Postal Code Mail**

**B442-74** \*\* Postal Code\ Mail\ Courrier\ code postal 00 \*\* 000 \*\*\* 3 chevrons outside at left of indicia

**B442-75** \*\* Postal Code\ Code postal\ 00 \*\* 000 \*\*\* 3 chevrons outside at left of indicia

**B442-75v** \*\* Postal Code\ Code postal\ 00 \*\* 000 \*\*\* no chevrons

**B442-75va** \*\* Postal Code\ Code postal\ 00 \*\* 000 \*\*\* no chevrons, no perforated edge or divide but frameline

**B442-78** \*\* Code postal\ Postal Code\ 00 \*\* 000 \*\*\* 3 chevrons (upper section English first)



B442-74



B442-75



B442-75v



B442-75va



B442-78

**Same design as B442, but the French text 'POSTES CANADA' is missing in the upper section**

**B443** \* CANADA\ logo\ POST \* (error)

**Médiaposte\ avec\ adresse**

**B443-10** \*\* Médiaposte\ avec\ adresse\ Addressed\ Admail 00 \*\* 000 \*\*\*

**B443-11** \*\* Médiaposte\ avec\ adresse\ Addressed\ Admail\ bar code 00 \*\* 000 \*\*\*



B443-10



B443-11

Same design as B442, but French text first in the upper section

**B445** \* POSTES\ CANADA\ logo\ CANADA\ POST \*

Poste-lettres

**B445-2** \*\* Poste-lettres\ Letter-mail\ 00 \*\* 000 \*\*\*

Médiaposte\ avec\ adresse

**B445-25** \*\* Médiaposte\ avec\ adresse\ Addressed\ Admail 00 \*\* 000 \*\*\*

Courrier\ personnalisé

**B445-40** \*\* Courrier\ personnalisé\ Personalized\ Mail\ 2D bar code 00 \*\* 000 \*\*\*

**B445-56** \*\* Courrier\ personnalisé\ extradimensionnelle\ Dimensional\ Personalized Mail\ bar code 00 \*\* 000 \*\*\*

Poste-\ publications

**B445-60** \*\* Poste-\ publications\ Publications\ Mail\ 00 \*\* 000 \*\*\*

Courrier\ code postal

**B445-70** \*\* Courrier\ code postal\ Postal Code\ Mail\ 00 \*\* 000 \*\*\* 3 chevrons at left

**B445-71** \*\* Code postal\ Postal Code\ 00 \*\* 000 \*\*\* 3 chevrons at left

**B445-71v** \*\* Code postal\ Postal Code\ 00 \*\* 000 \*\*\* no chevrons

**B445-71a** \*\* Code postal\ Postal Code\ 00 \*\* 000 \*\*\* no chevrons, no perforated edge, permit is framed



**B445-2**



**B445-25**



**B445-40**



**B445-56**



**B445-60**



**B445-70**



**B445-71 (without chevrons is B445-71v)**



**B445-71a**



**B450** 2014 design. 2 sections framed by a perforation edge. The upper section is divided by a simulated perforation from the lower section which has the space for the artwork and the permit number. The upper section is for the Corporation logo and the type of service.

**B450 New design, logo only, (no CANADA POST POSTES CANADA)**

**English text first**

- B450-2** \* Lettermail\ Poste-lettres\ 000\ bar code 00 \*\*\*
- B450-25** \* logo\ Addressed Admail\ Médiaposte\ avec adresse\ 000\ 00 \*
- B450-50** \* logo\ Personalized Mail\ Courrier personnalisé\ 000\ bar code 00 \*
- B450-56** \* logo\ Dimensional\ Addressed Admail\ Médiaposte avec adresse\ extradimensionnelle\ 000\ 00 \*

**B452 Same design as B450, but French text first**

**French text first**

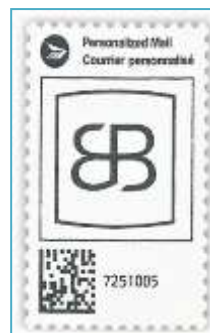
- B452-25** \* logo\ Médiaposte\ avec adresse\ Addressed Admail \* 000\ 00 \*
- B452-50** \* logo\ Courrier\ personnalisé\ Personalized\ Mail\ 000\ bar code 00 \*



**B450-2**



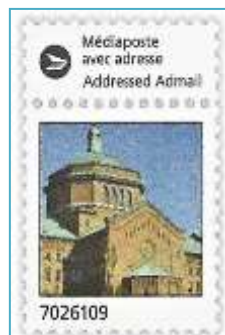
**B450-25**



**B450-50**



**B450-56**



**B452-25**



**B455-50**